



THE CITY OF SAN DIEGO **MANAGER'S REPORT**

DATE ISSUED: October 22, 2003 REPORT NO. 03-213

ATTENTION: Public Safety and Neighborhood Services Committee;
Agenda of October 29, 2003.

SUBJECT: Parking Meter Districts (PMDs)

REFERENCE: Manager's Report No. 02-247, dated October 23, 2002; Manager's Report No. 01-210, dated October 3, 2001; Manager's Report No. 01-023, dated February 2, 2001; Manager's Report No. 99-203, dated October 25, 1999; Manager's Report No. 96-221, dated October 24, 1996; Council Resolution R-289520; Council Policy 100-18 ("Parking Meter Revenue Allocation & Expenditure Policy")

SUMMARY

Issue - Shall the City Council adopt a Resolution consistent with the provisions of Council Policy 100-18 (the Parking Meter Revenue Allocation and Expenditure Policy) to apportion PMD funds to each of City's three PMDs, allocate funds for associated administrative costs and direct the Manager to execute agreements with the designated advisory boards to facilitate the expenditure of PMD funds.

Manager's Recommendation - Adopt a Resolution consistent with the provisions of Council Policy 100-18 (the Parking Meter Revenue Allocation and Expenditure Policy) to apportion PMD funds to each of City's three PMDs, allocate funds for associated administrative costs and direct the Manager to execute agreements with the designated advisory boards to facilitate the expenditure of PMD funds.

Fiscal Impact - None by this action. If approved, this action would allocate parking meter revenue funds that the Council has already appropriated.

Environmental Impact - This action is exempt from CEQA pursuant to the State CEQA Guidelines, Section 15262, "Feasibility and Planning Studies." Actual projects resulting from these planning activities will require further environmental assessment.

BACKGROUND

Council Policy 100-18, effective March 1997, established the Parking Meter District Program as a mechanism to fund and implement solutions to parking problems in areas where parking meters are located. The Policy provides for a Parking Meter District (PMD) to retain forty-five percent (45%) of the parking meter revenues collected within its area. These funds are to be used for improvements and activities that increase the availability, supply and effective use of parking to residents, visitors and employees within the area in which the meters are located. Funds may be used for parking supply (parking structures, surface lots, valet parking, etc.), signage, marketing and communication of parking locations, landscaping, maintenance, and security purposes.

The City Council has established three PMDs - District 1 (Downtown), District 2 (Uptown), and District 3 (Mid-City). Council allowed for the creation of new Districts in areas with more than one hundred (100) parking meters. By Resolution, the Council designated an advisory board for each established PMD. Council Policy 100-18 requires that the advisory boards develop and annually present to the City annual one-year improvement plans.

DOWNTOWN: Parking Meter District One

City Council designated the management of the Downtown Parking Meter District (District 1) to the Centre City Development Corporation. Since the inception of the Downtown Parking Meter District in 1997, CCDC has expended approximately \$6.1 million in parking meter district revenues. These funds, when combined with and leveraged with tax increment revenues, have contributed to the development of over 1,700 new off-street, public parking spaces downtown. An update on the Downtown Parking Meter District activities is provided in Attachment 1 of this report.

The following activities have been facilitated with Downtown PMD funds:

Continuous

- The “6th & K Parkade parking structure (formerly known as the R7 garage) containing 1,230-parking spaces in seven levels to be located on the full block bounded by Sixth and Seventh avenues and K and L streets is currently under construction. This project broke ground in May 2003 and completion is expected in the summer of 2004. To date, approximately \$1.5 million in Parking Meter District funds have been spent for the design and construction costs of the 6th and K Parkade, with an additional \$1.25 million of FY04 funds budgeted for design, construction and debt service for this structure. The project is a public/private venture between the Redevelopment Agency and JMI Realty. 1,000 parking spaces will serve the public and 230 basement-level spaces will serve the Omni Hotel south of L Street. On November 26, 2002, the City Council authorized the issuance of subordinate parking bonds by the Redevelopment Agency to fund the construction of the 6th & K Parkade. The bonds’ primary security is the net operating revenues from this parking structure and the

Park-It-On-Market parking structure, Parking Meter District revenues and certain subordinate tax increment revenues from the Centre City Project Area.

- The Park-It-On-Market North parking structure containing 501 parking spaces in six levels is located on the north side of Market Street between Sixth and Seventh Avenue opened in January 2001. Park-It-On-Market North also has 2,300 square feet of retail space at the ground level. This parking facility serves the Gaslamp Quarter and East village. To date, approximately \$0.7 million in parking meter district funds have been spent for the design and construction costs of Park-It-On-Market North. On October 5, 1999, the City Council authorized the issuance of parking revenue bonds by the Redevelopment Agency to fund the construction of Park-It-On-Market North. The bonds' primary security is the net operating revenues from both this parking facility and, once complete, the 6th & K Parkade Parking Meter District revenues and certain subordinate tax increment revenues from the Centre City Project Area.
- The CCDC public information website (www.ccdc.com) provides information on parking opportunities in the Downtown area, including a comprehensive map of the approximate 55,000+ parking spaces downtown.
- Actively participating in the PMD Parking & Mobility Task Force and in the newly formed Manager's Parking Task Force.

In Process

- Residential Permit Parking Program in Cortez Hill has been approved by CCDC and the City Council is scheduled to hear the item on October 10, 2003.
- Street improvements within Cortez Hill with a vision to increase parking supply by converting parallel parking spaces to angled (diagonal), installing additional parking meters and revising the current street circulation patterns (two-way to one-way) in the next fiscal year.
- The Park-It-On-Market South parking structure features 980 parking spaces and 6,000 square feet of retail space in a 7-story structure including a basement level will be located on the 55,000 square foot site bounded by Market Street, Seventh, Eighth and Island Avenues. To date, approximately \$2.5 million in parking meter district funds have been spent for the design and real estate acquisition costs of Park-It-On-Market South. Construction is anticipated to begin in 2005. Interim surface improvements have made 187 surface parking spaces available.
- Little Italy Phase 2 street improvements increasing neighborhood parking by converting parallel parking spaces to angled (diagonal) parking spaces in this fiscal year.
- Residential Permit Parking Program in Little Italy is scheduled to go before CCDC this fall and may be heard by the City Council in December 2003.
- Parking inventory of public and private parking in the downtown area and is scheduled for completion by the end of the 2003 calendar year.
- Parking meter reloading terminal purchased by CCDC and will be implemented in early 2004.

Completed

- Installation of 62 parking meters in the Marina District to increase the turnover of parking and provide a better use of on-street parking to businesses.
- A “wayfinding” program (directional signage) was established throughout the downtown area in late 1999 at a cost of approximately \$700,000 in parking meter district revenues.
- Phase One of the India Street Improvements increased neighborhood parking by converting parallel parking spaces to angled (diagonal) parking spaces on the east side of the street.
- Residential Permit Parking studies for Little Italy and Cortez Hill to test the need for and appropriateness of residential parking permits in these downtown districts, using approximately \$110,000 of parking meter district revenues.

UPTOWN: Parking Meter District Two

The City Council designated Uptown Partnership, Inc., a California non-profit corporation, as the advisory board and fiscal agent for the Uptown Parking Meter District (District 2). Uptown Partnership, Inc. has expended parking meter funds to prepare the annual plan, implement components of the annual plan and update the five-year parking improvement plan. The annual plan is summarized in Attachment 2 of this report.

The following activities have been facilitated with Uptown PMD funds:

Continuous

- Manage the Uptown Information Kiosk - a public information service at 5th and University Avenue which sells parking meter cards, monthly bus passes, universal transit tokens, and provides transit and tourist information.
 - During the last PMD contract term, the Uptown PMD had monthly sales of approximately 3,500 hours of pre-paid parking meter cards. (Note: The City of San Diego had no parking card inventory for approximately 5 months.) Uptown PMD also sold about 7,000 hours each month in additional parking meter time with the reloading terminals and over \$12,500 in transit passes/tokens per month.
- Establish locations to sell parking meter cards. There are currently seven (7) locations.
- Fund and develop a parking meter card reloading program with the Parking Management Division to add extra time to existing parking meter cards. Establish locations within the Uptown area with reloading terminals. There are currently four (4) locations in the Uptown area with reloading terminals. Assist with the implementation of reloading terminals in other PMDs.
- Sponsored, and will annually sponsor, a utility box art project to enhance the business and pedestrian environment within Uptown, bringing the total number of utility boxes painted in Hillcrest to sixty (60).
- Publishes the Uptown Community Parking Map and distributes the map to the community and throughout the City. Reprinted in May 2002.
- Distributes a quarterly newsletter with an approximate circulation of 2,000.
- Developed and maintains a public information website (www.uptownpartnership.org) to provide information on parking opportunities in the Uptown area

- Maintains an office and provides ongoing parking/pedestrian support to local area businesses and residents.
- Actively participating in the PMD Parking & Mobility Task Force and in the newly formed Manager's Parking Task Force.

In Process

- Partnering with the Mission Hills Association to improve pedestrian walkability at the intersection of Washington Street and Goldfinch Street. (\$ 168,000 in Parking Meter District funds are committed to this project.)
- Partnering with the Hillcrest Association to provide additional on-street parking and improve pedestrian walkability along University Avenue and Normal Street. (\$ 123,000 in Parking Meter District funds have been budgeted for this project.)
- Coordinating 4th/5th/6th Avenue traffic calming community workshops and a steering committee to identify improvements for the area.

Completed

- Phase 1 of the wayfinding signage program - thirty (30) signs installed to direct vehicles from entry points into the neighborhood to off-street parking facilities in the central Hillcrest area.
- Assisted with the selection and installation of Lead Pedestrian Indicators and four (4) intersections in the Uptown area. These "LPis" provide pedestrians with about 5 seconds of lead time to cross the street and make pedestrians more visible to motorists.
- Prepared an existing parking inventory and street conditions study for the Uptown business core, Washington Street from Ibis Street to 8th Avenues, and University Avenue from 1st Avenue to Park Boulevard to identify areas that may yield additional on-street parking spaces (a potential of 100 spaces). The study is currently being reviewed by Transportation Engineering Division.
- Completed the Central Hillcrest Parking Study that documented the present and future (5 and 20 year) anticipated parking shortage. The study concluded that parking demand may exceed the available parking supply as early as 2004.
- Completed an employee parking survey in the central Hillcrest area to monitor parking habits of employees in the business core.
- Funded and installed a "multi-space" parking meter demonstration project on the 1400 block of University Avenue with Transportation Engineering and Parking Management Division. The multi-bay meter was installed on May 29, 2002. Working with the City to install a second demonstration site on Ft. Stockton Street in Mission Hills.
- Coordinated and hosted eight (8) "Feet First" walking tours within the Uptown area to discuss and assess the pedestrian environment. Also hosted a community forum to discuss the benefits of walkable communities.
- Hosted the first annual "Feet First" Walking, Health and Fitness Fair to promote walking as well as advocate for walkable communities. The fair consisted of walking and fitness exhibitors, educational workshops and guided walks.
- Worked with the Mission Hills Association and Transportation Engineering Division to identify additional parking spaces within the Mission Hill business core. There was a total

net increase of fourteen (14) on-street parking spaces in the business core and on Reynard Way.

MID-CITY: Parking Meter District Three

The City Council designated the Mid-City Parking Meter District Advisory Board as the advisory board for Parking Meter District 3. Because of the highly dispersed location of parking meters within PMD 3, and the unique characteristics of each community within which meters are located, the PMD 3 Advisory Board recommended a unique organizational structure. In October, 1999, the City Council approved the Advisory Board's recommendation of a community-by-community organizational structure.

Three community-based organizations within PMD 3 are designated as fiscal and administrative agents. The Golden Hill Community Development Corporation and the University Heights Community Development Corporation serve specific subareas of PMD 3, and the El Cajon Boulevard Business Improvement Association serves the remainder. Each of these community based organizations has flexibility to institute its own parking and pedestrian improvement plans to support community businesses and residents. The designated PMD 3 organizations have expended parking meter funds to prepare the annual plan, implement components of the annual plan and update the five-year parking improvement plan. Their annual plans are summarized in Attachment 3A, 3B and 3C.

The following activities have been facilitated with Mid-City PMD funds:

The El Cajon Boulevard BIA is addressing the parking requirements of business owners and residents located along or near El Cajon Boulevard, Adams Avenue and in the College Area.

- Researching the redesign of Hawley Blvd to increase parking inventory and improve safety.
- Investigating concepts that would provide additional on-street parking, traffic calming and improve pedestrian walkability along Euclid Avenue north of El Cajon Boulevard in conjunction with the Kensington/Talmadge Community Planning Committee and the Talmadge Beautification Committee.
- Preparing an existing parking and street condition study, report and database.
- Developing a program to encourage commercial property owners in the district to replace, at no cost, abandoned curb cuts (driveways) to allow for additional on-street parking. Currently receiving bids from the City's Minor Construction and Contractors Assistance Program.
- Funded pedestrian and landscaping improvements adjacent to a public parking lot near Felton and Adams Ave.
- Pursuing the use of angled parking on side streets to increase availability of on-street parking.
- Actively participating in the PMD Parking & Mobility Task force and in the newly formed Manager's Parking Task force.
- Partnering with businesses to investigate short term parking improvements.
- Collecting information about In Lieu Parking Fee/Credit Programs offered by other areas.
- Promoting and selling Pre-Paid Parking Meter cards at the El Cajon Blvd BIA office, participating local businesses, and at neighborhood events.
- Informing businesses/residents of the purpose/intent of meters and time limited parking.

- Providing businesses with information regarding the goals and objectives of the Parking Meter District Program.
- Assisting the City in conducting survey of business owners regarding parking needs.
- Producing newsletter for wide distribution to the local business community and adjacent resident groups regarding activities of the City and the Parking Management District.
- Actively working with local transit agencies in placing the proposed Showcase bus rapid transit project, and assessing potential parking impacts.
- Participating in the Normal Heights “Safe Routes to School” program.

The University Heights CDC is addressing the intense parking shortage within the commercial node of University Heights.

- Completed Part I of a Parking & Mobility Study along Park Boulevard between Meade, Adams Ave and Georgia Street on the east and North Avenue on the west. As a result, held a community meeting to introduce the idea of a mid-street median with angled parking on North Ave between Adams and Meade (in order to substantially increase the number parking spaces).
- Promoting and selling Pre-Paid Parking Meter cards at the University Heights CDC office and at University Heights neighborhood events.
- Actively participating in the PMD Parking & Mobility Task Force; Uptown Partnership's 4th, 5th, & 6th Avenue Traffic Calming Steering Committee; Neighborhood Code Compliance Parking Issues Task Force; Uptown Planners' & Greater North Park Planning Committee's parking, traffic, and circulation issues subcommittees; and the Balboa Park Parking Circulation and Land Use Study Workshops.
- Continuing collaboration with the Greater North Park Community Planning Committee Transportation Subcommittee. (Priority project: Evaluate a raised or “table top” crosswalk with a pedestrian refuge from the southwest corner of Adams and Florida to the entryway of the Trolley Barn Park.)
- Continuing with Part II of a Parking & Mobility Study, including an existing street parking condition study and a parking inventory database.
- Developing an informational website to inform the public of parking opportunities within the University Heights community.
- Operating a conflict resolution program for parking and traffic issues entitled RYD (Resolve Your Dispute).
- Establishing a business directory for University Heights to include a parking map and Parking 101 information.
- Researching shuttle transportation options for the 2nd Annual Taste of University Heights as well as for the Summer in the Park Concert Series.
- Received a grant for its “Eyes & Feet on the Street” program, collecting data for a street inventory and community workshop.
- Coordinated and participated in a Traffic Issue Workshop meeting with the University Heights Community Association.

The Golden Hill CDC is addressing the parking needs of both shoppers and residents within the

commercial nodes of the community, without adding additional parking meters.

- Engaging the services of a consultant to complete a study for traffic flow and the effects to emergency response times pertaining to the 25th Street Fire Station in an effort to gain support of the San Diego Fire Department for reconfiguration of the 25th Street business corridor. As of the writing of this report, alternative configurations which will maintain the lane availability for the emergency route on 25th Street are being drafted by a contracted parking consultant as a portion of the Phase II contract work, in conjunction with the 25th Street Business Corridor study. A presentation of schematics to the local Planning Committee and Fire Department is anticipated for the fourth quarter of 2003.
- Engaging the services of a consultant to complete a study of existing on-street and off-street parking supply, parking utilization and turnover, existing streetscape and potential parking/streetscape improvements. The studies will be completed in phases and will focus primarily on the 25th Street Business Corridor, the South Park Business and Residential Corridor and the 28th Street Business Corridor.
- Investigating creative short term parking solutions specific to each node, including:
 1. Angled parking and limited time zone for east C Street at 25th Street
 2. Limited time zone for east 25th Street between Broadway and C Streets
 3. Angled parking and limited time zone for south Beech Street at 30th Street
 4. Angled parking/reconfiguration of parking for east and west Elm Street at 32nd Street.
 5. Extension of angled parking and limited time zone at 20th and Broadway
 6. Feasibility study for angled parking and research/evaluation of parking zones on east and west 22nd Street.
- Informing businesses and residents of the purpose and intent of meters, time limited parking and the goals and objectives of the program.
- Incorporating parking as an element of the area's revitalization plan. Specifically, recommendations to the following sections of the Golden Hill 25th Street Revitalization Plan will be identified: Existing Circulation and Parking, Existing Landscaping and Street Furniture, Typical Major Intersection, Plaza 1, Typical Commercial Cross-Section and Typical Residential Cross-Section.
- Actively participating in the PMD Parking & Mobility Task Force.

Parking Meter District - Parking and Mobility Task Force

On February 2, 2001, the Public Safety and Neighborhood Services Committee conducted a review of the Parking Meter District Program. At that meeting, the PS&NS Committee established a Parking and Mobility Task Force in response to a request from the PMDs. The objective of the task force was to establish a dialogue between the City and PMDs on policies, procedures and standards which must be considered when PMDs develop and implement solutions to parking and pedestrian mobility issues. The Task Force was comprised of representatives from the PMDs and involved City departments. The Task Force reported back to the PS&NS Committee on October 10, 2001, October 23, 2002 and was asked to report back at the next PMD review.

The Task Force researched policies, procedures and standards which impact the annual funding of the Parking Meter District program, including: requests for on-street parking and street

improvements; removing abandoned curb-cuts (driveways); installing on-street parking spaces and curb designation regulations; placement of parking meters; meter technology; marketing of the Pre-Paid Parking Meter Card; mobility and pedestrian enhancements, and public information regarding parking (including design of a Parking 101 brochure and the creation of an employee transportation and parking survey to be placed on-line). One of the goals of the Parking Task Force is to incorporate what is learned from the PMDs to improve policy and procedure citywide. The summary report from the Parking and Mobility Task Force is Attachment 5.

Manager's Parking Task Force

On June 23, 2003, Council adopted a motion which, in part, established a Manager's Parking Task Force to address issues such as: meter rates and time limits, meter hours and days of service, additional meter installations, additional parking lots and structures, parking rates at city owned facilities, employee parking facilitation, residential parking permits, new parking citation hardware and software and electronic parking meters. The Manager's Parking Task Force will report to the LU&H Committee by February 15, 2004. Each of the Parking Meter Districts has a representative on this newly formed Task Force and the Parking Meter District Program Administrator is also serving as support staff for the Task Force.

In addition to the formation of the Manager's Parking Task Force, the motion on June 23, 2003 indicated that the increase in the parking meter revenues would not be shared during FY '04 as defined by Council Policy 100-18. The PMDs would continue to receive 45% of the meter revenues based on the hourly rate of \$1.00. The additional \$0.25/hour would not be split 55% - 45% between the General Fund and the PMDs.

Community and Economic Development Department

CED staff not only administers the existing PMD Program, but responds to inquiries from other areas regarding the PMD Program. PMD Program staff members are currently collaborating with other City departments on projects relating to visitor parking in the communities of La Jolla, Old Town and Pacific Beach, the North Park Redevelopment Project Area and the others.

CED staff is also evaluating methods for increasing the usage of the Pre-Paid Parking Meter Cards, including making the cards available for purchase on-line. These cards are a useful tool for making parking meters more accessible to the public and provide the City with "up-front" parking revenues. There have been requests from vendors of the Pre-Paid Parking Meter Cards for an incentive program, whereby vendors of the parking meter card would receive nominal compensation to sell the cards in an effort to increase the availability of the cards to the public. Currently, about 5% of all parking meter revenue is generated from Pre-Paid Parking Meter Cards. CED staff will work with existing Parking Meter Districts to increase this percentage and will be working with the Transportation Department to evaluate the potential for a vendor incentive or validation-type program. CED staff has also conducted preliminary research regarding "In Lieu Parking Credits". Revenues from the Parking Meter District Program "administration" account have been used to fund the design of the Parking 101 Brochure and also to design an on-line Employee/Employer Transportation and Parking Survey.

DISCUSSION

To proceed in implementing Council Policy 100-18, the designated advisory boards are

presenting their annual one-year plans (contractual scope and services) for the City's review. The Parking Meter District revenue distribution based on the allocation formula in Council Policy 100-18 and budget discussions for FY 2004 is shown in Attachment 4.

The City Manager recommends entering into agreements with the Uptown Partnership, El Cajon Boulevard Business Improvement Association, the University Heights Community Development Corporation, and the Greater Golden Hill Community Development Corporation for continuing plan development and plan implementation. To the extent that plan implementation requires the organization to engage in a project, then that project will require an environmental assessment, as would any other improvement project. Some actions or projects, such as property acquisition and/or variances from City standards will require review and approval by City Council.

Ninety-five percent of the PMD funds will be used for each District's plan development and direct implementation expenses and five percent of the total Program budget will be allocated to cover the City's direct costs involved in administering the Program. Unexpended funds are returned to the parking meter revenue fund for subsequent reallocation in following fiscal years at the City Council's option.

The following are the direct City costs involved in implementing the Program and itemized in Attachment 4:

- Overall program coordination, provided through the Economic Development Division's Special Projects, estimated at \$89,000 per year, including contract administration and monitoring, annual revenue tracking and budgeting, plan coordination, and serving as each district's City liaison regarding planning, engineering, financing, landscape maintenance, and other issues;
- Review and analysis of long term financing options, provided through the Financing Services Division, budgeted at \$12,500 per year;
- Other incidental charges, budgeted at \$12,344 per year, to include City Attorney, Real Estate Assets, Auditor review of specific projects to be implemented, and public information addressing on-street parking, parking meters and the City's parking meter card.

ALTERNATIVES

1. Do not allocate PMD funds for expenditure according to the provisions of Council Policy 100-18, and do not authorize the City Manager to negotiate and execute agreements regarding Parking Meter District 2 (Uptown) and Parking Meter District 3 (Mid-City).
2. Allocate PMD funds according to the provisions of Council Policy 100-18, but direct the Manager to negotiate and execute implementation agreements with alternative organizations regarding Parking Meter District 2 (Uptown) and Parking Meter District 3 (Mid-City).

Respectfully submitted,

Hank Cunningham
Director, Community and Economic
Development Department

APPROVED: Bruce Herring
Deputy City Manager

CUNNINGHAM/JVK/MRS

Note: Attachment 1 is not available in electronic format. A copy is available for review in the Office of the City Clerk.

- Attachments:
1. Annual Report: CCDC
 2. [Annual Report and Budget: Uptown Partnership, Inc.](#)
 3. [Annual One-Year Plan and Budget:](#)
 - (a) [El Cajon Blvd BIA](#)
 - (b) [University Heights CDC](#)
 - (c) [Golden Hill CDC](#)
 4. [Prior and Proposed Parking Meter Revenue Allocations](#)
 5. [Report from PMD Parking and Mobility Task Force](#)